How can we communicate carbon pricing effectively?

Drawing on case studies, research and best practices, this resource provides practical, step-by-step guidance on how to develop communications strategies for carbon pricing, and how to integrate communications into the policymaking process. The main audience for this guide is policymakers and their communications staff, who will find advice for governments at all stages of policy formation. December 2018

How can we better engage the UK public on climate change?

This report for The Climate Communication Project acts as a barometer for the current state of UK climate engagement and provides best practice recommendations. It explores questions such as the aim of public engagement, the principles that should underpin the way it is carried out, whether the science of climate communication is settled, and the areas that climate communication practitioners agree and disagree on. November 2018

How can we scale up public engagement to achieve a 1.5C world?

The Intergovernmental Panel on Climate Change (IPCC)’s 1.5C Special Report is an urgent reminder that if we are serious about addressing climate change, we need to get serious about public engagement. Our report focuses on the human dimension of the IPCC’s report and outlines our insights and recommendations for scaling up public engagement. These include creating a global communications ‘league’; developing climate narratives around the world; training spokespeople on climate communication; and supporting peer-to-peer dialogue. October 2018
How can national and regional level organisations test and develop their own climate change narratives?

Our Global Narratives project pilots a new model of cooperative design. It invests in the skills and capacity of local organisations by training them to test and design narratives for their own audiences. It is based on our Narrative Workshop methodology, which focuses on asking searching questions about people’s values, identity and hopes for the future. The project was piloted in India. We have just published the Alberta Narratives Project, and in 2019 we will be releasing the results of our work in Lebanon. September 2018

How can IPCC scientists better communicate climate change with the general public?

This communications Handbook, commissioned by the IPCC’s Working Group I Technical Support Unit, sets out six principles for effective communication. It is the first time such guidance has been produced for the world’s leading scientific body on climate change. With a wealth of research on the science of climate change communication and a focus on practical tips and case studies, this Handbook serves as a valuable resource for IPCC authors – as well as the wider scientific community – to engage audiences with climate change. January 2018

Post-Brexit, how can we better communicate about climate change with people of centre–right values?

What does Brexit mean for public engagement with climate change, in particular with centre–right audiences? This report provides key recommendations on how to best engage these audiences, including the importance of stressing continuity, not change. In addition to presenting language, frames and words to use and to avoid, the report highlights this audience’s core values and principles, as well as the diversity within this audience. February 2017

How can the Scottish Government build a national conversation about climate change?

Scotland has the most ambitious climate change laws in the world, and they recognise that achieving their targets is dependent of the ongoing support of the Scottish public. They asked us to research and develop a practical step–by–step ‘How to Guide’ for holding public conversations. This resource, along with three reports on the research behind the guide, will be of value to any organisation wishing to encourage discussion and action on climate change, in and beyond Scotland. September 2016
How can we communicate more effectively with the centre-right about energy?

With continuing political polarisation around climate change and energy issues, there is an urgent need to reflect the views of centre-right citizens accurately and build communications around their values. This guide provides advice and guidance for campaigners, advocates and policymakers wishing to communicate more effectively about energy with this audience. It includes a list of communication do’s and don’ts and explores four key narrative frameworks. March 2016

How can we engage people of the 5 major faiths on climate change?

Faith shapes the values and behaviour of billions of people. For climate communicators both within and outside faith communities, there is a need to better understand how to engage with this audience. This guide, based on international social research and in partnership with Greenfaith, provides 5 narratives that work across the world’s 5 main faiths, as well as language that doesn’t work. February 2016

How can we tell a better visual story about climate change?

The imagery used to communicate climate change can and should be more diverse than polar bears. This growing, interactive library of images and associated report are based on our research involving thousands of citizens in the UK, US and Germany and centre on 7 key principles. They are designed to provide inspiration and guidance for journalists, campaigners, bloggers and anyone else using imagery to communicate climate change. January 2016

How can we engage individuals and communities more effectively around flood risks?

This practical resource to help build community resilience for future climate impacts identifies 9 principles for communicating about flooding in a changing climate. It is designed for campaigners, policy makers and those working with communities directly affected by flooding. It represents a powerful statement from a diverse cross-section of experts including climate scientists, social scientists, representatives from major NGOs and national policy makers. November 2015
How can we communicate climate change uncertainty assertively?

Uncertainty has become an argument for discrediting climate science and for delaying policy responses - but if communicated effectively, it can be a stimulus for action. This resource, a collaboration with the University of Bristol, distils the most important research findings and expert advice on communicating uncertainty into 12 principles. It provides scientists, policymakers and campaigners with the practical tools they need to communicate more effectively around uncertainty. **July 2015**

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How do 18–25 year olds engage on climate change?

This is the first study to ask young people themselves how to engage their peers more effectively, and to propose and test new climate change narratives specifically designed to engage young adults. Many current climate engagement strategies may be failing to reach young people – this report provides valuable insights for anyone interested in improving communication about climate change with this group. **October 2014**

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How can a national climate change campaign reach beyond the concerned minority?

Climate Outreach employed its unique methodology of narrative workshops to inform the Climate Coalition’s new national campaign, ‘For the love of...’ Our research identified messaging that worked across a diversity of groups and steered the campaign towards more inclusive language, inviting people to think about what they love most and how these things are being affected by climate change. **April 2014**

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About Climate Outreach

Climate Outreach is a team of social scientists and communication specialists working to widen and deepen public engagement with climate change. Through our research, practical guides and consultancy services, our charity helps organisations communicate about climate change in ways that resonate with the values of their audiences. We have 15 years experience working with a wide range of international partners including central, regional and local governments, international bodies, charities, businesses, faith organisations and youth groups.

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Climate Outreach is a charitable company, limited by guarantee, founded in 2004 to increase public understanding and awareness of climate change. Climate Outreach Information Network is now trading as ‘Climate Outreach’: charity registration number 1123315, company number is 06459313, registered in England and Wales.